

THE RENAISSANCE SOCIETY
Board of Directors Meeting
July 12, 2021

1. OPENING

1.1. Call to Order: The meeting was held on Zoom and called to order at 1:01 p.m. by President Ken Cross. In attendance were President Ken Cross, Past President David Abelson, Vice-President Deborah Seiler, Secretary Bob Benedetti, Controller Norv Wellsfry; Members at Large – Charles Wiseley; Mimi Dixon, Nancy Findeisen, Darryl O. Freeman, Pam OBrien, Sarah Ryan-Roberts, Jennifer Kerr, Debbie Martinez; Committee Chairs – Susan Brackenhoff (new Gerontology Committee Chair), Michele Finerty, Jeff Hendy, Cheryl Huffman, Allan Keown, Lorraine Murphy, Cindy Suchanek and Tom Suchanek. Members not in attendance - Christie Braziel, Chris Budwine, SSIS Dean Dianne Hyson.

1.2. Introductory Remarks: Ken recognized and introduced the new members – attending the meeting: Susan Brackenhoff, new Co-chair Gerontology Committee, Laurie Brownfield, new MAL, Mimi Dixon, new MAL, Pam Obrien, new MAL, Michele Finerty, Co-chair Forum Committee, Darryl Omar Freeman, new MAL & Co-chair MDCE Committee.

1.3. Announcements: Ken reminded folks to renew their membership if they had not already done so.

2. AGENDA

2.1 Additions to the Agenda: none

2.2 Approval of the Agenda- Motion/Second - M/S –
Seiler/Wiseley- unanimous approval.

3. REPORTS/UPDATES FROM OFFICERS, STAFF, CSUS LIAISON

3.1 Secretary's Report

- Approve minutes from June 14, 2021, Board Meeting- **M/S –**
Benedetti/Findeisen - unanimous approval.

- Condolences – One card sent this month for Rufus Smith.

3.2 Controller's Report – RS is starting the new fiscal year and waiting for year-end report from UEI to give the board a better report on where the organization finished last year regarding the deficit situation. Currently implementing the budget that the board passed last month. Because of the confused communications with UEI regarding the RS Comcast bill, Norv is implementing a process to have the new office's rent payments made early so as to avoid problems with the new landlord. He will discuss the contracting process later in the meeting.

3.3 Office Manager's Report – RS moved into its new offices on June 25th. Because of the timing, RS had to rent temporary storage space to store the office furniture and boxes before it could be sorted through and decisions made about keeping, donating, or discarding the various items. Ken thanked Jeff Hendy who moved the technical items and set it up and got it working. The new office address is 350 University Ave., Ste 108, in the Porter Scott Law Offices building. Lease is for one year with 2 6-month options to renew.

3.4 CSUS Liaison Report – CSUS Liaison not at the meeting Dean Hyson might join the meeting later. She has been assisting RS with Space Management, Coordinating with Camellia Sahm for classrooms for the Fall.

4. SPECIFIC AGENDA ITEMS

4.1 Draft Contracting Policy:

- The board members received the policy process proposal in the package they received for today's meeting. The Controller, Norv, explained that while developing this policy and process, they– Controller and Admin and Finance and Administration Committee also updated the existing RS Policies and Procedures Manual. These updates are included in the first part of the proposal that clarifies some processes that are already in place.
 - First is that the President or Controller approves the contract so that RS is not unexpectedly obligated for large amounts of money.
 - Second is expenditures within the budget for each

operation are approved and those that exceed that authority require prior approval.

- Third outlines procedures for independent contractors, including for example identifying the need for a contract for a project, which is something a committee would identify, and then outlines the approval process.
 - Another layer of approval is clarified for the Special Projects funds, which sits within the Foundation and requires the joint approval of the School of SSIS.
- Developing an RFP, i.e. what the committee wants the contractor to do, how much it would cost, and the timelines. It is designed to be a process that is a predictable way of identifying what we are contracting for.
- Contract is awarded and monitored by the sponsoring committee.
- Once project is completed, committee advises the Controller who then ensure that a check gets cut by UEI for the contractor.
- If there is an independent contractor as opposed to a contracting firm, there is an additional step that is required by UEI that includes an independent contractor agreement form that must be completed. Once an independent contractor is identified, the controller initiates this agreement that after completion is sent to UEI for approval of the independent contractor arrangement prior to payment.
 - This process has become more complicated because of state legislation.
- Motion 1 – accept contracting policy and procedures, **M/S** – Wellsfry/Seiler
 - Allan Keown requested clarification around the development of the RFP, especially if the sponsoring

committee and the controller have different visions of the proposed project. Norv replied that the committee and controller would collaborate to develop the RFP within the approved budget. The committee would develop the content and the Controller/Admin and Finance Committee would work to ensure it met the procedural and budgetary requirements.

- Darryl Freeman asked for clarification around expenditures that were outside the approved budget. Norv provided several examples and mentioned the creation of the Innovation Fund to address unexpected needs that were not part of the approved budget, but provides oversight of the expenditure.
- David Abelson summarized the two positions and expressed the opinion that if a project falls outside the approved budget and there is conflict, this conflict should be brought to the board for resolution. Bob Benedetti suggested that the language be changed to: “Based on the budget approved for the committee, the committee and controller will develop the RFP.” Norv said the current language allows for collaboration between the committee(s) and Controller, who has to deal with UEI.
- Discussion ensued about how to resolve conflicts between a committee and the controller.
 - Norv proposed an amendment to the motion to approve the Contract Policy and Procedures as follows:
 - to page 8: “In the event of a conflict between the Controller and Committee the Executive Committee will resolve the conflict” and last line of paragraph 3, to be amended from “or” to “and/or;” and
 - that this sentence be added as paragraph 8 to the Contract Policy and Procedures. David Abelson seconded the motion.
- Amended motion passed unanimously.

4.2 Program Data in the Time of ZOOM & Hybrid Classes and Classrooms

- Jeff Hendy presented a PowerPoint slide show indicating the data that could be captured from Zoom programs. Specifically, the data that could be extracted from Zoom classes and how it could help us improve. He will also discuss the upgrades in process in Sac State classrooms and how RS could use them. And finally, some thoughts about how to use this in the future and the care that needs to be taken with that.
- Members can attend many more classes and we can gather data on how many attend each class. Two questions that we can answer now: Of those who enroll, how many attend and how much does attendance drop off during the semester?
 - He presented two examples of how this data could be captured and used.
- He said the Program Committee could use this data to determine whether or not to continue offering a specific program, continue inviting a specific leader, or some variation of these decisions so as to continue improving our offerings in the future. For example, to invite a leader to improve his or her technique or invite excellent leaders to offer their expertise to other leaders.
 - In summary, 58% of enrollees show up; 70% of Seminar and SIG enrollees show up, and Seminars and SIGs represent 75% of classroom attendance.
- Sac State's Hybrid Classroom project (Hyflex):
 - allows for one or all of the following at the same time: In-person, Synchronous (live Zoom), and Asynchronous (recorded Zoom) instruction.
 - All 192 IRT-supported classrooms for RS will be upgraded by the end of July including training material and assistance.
 - Hybrid Working Group will use what IRT provides because no time to develop RS material.
 - Things to consider:

- Moving on campus: harder to manage in-person and online audiences simultaneously; technical support might not be as readily available.
- Jeff requests: run trial hybrid programs in the fall and not commit to hybrid programs until technical support requirements are understood and identified. Eleven requests for on-campus classroom to run a beta test for hybrid programs.
- Discussion around difficulties with hybrid programs, Zoom-only programs Mon-Thu, and on-campus seminars. Ken requested Jeff to send him the presentation to forward to all the board members.

4.3 RS Honorary Membership Policy

- Several opportunities to become a member without paying fees, i.e. waive the membership fee – three types:
 - First category: 90+ years – waive fee, number in last 5 years 43 – 85 members, annual avg 65 members. Impact on budget 2 – 5%, however if reverse policy not know how many would pay and remain a member.
 - Second category: Honorary memberships, given to single individual who has provided an exceptional service or contribution to RS. Some examples of people who recently received honorary memberships (either lifetime or one-year) include Dr. Cheryl Osborne the former Chair of the Gerontology Department; Barbara Lowell, from the College of Continuing Education; Dr. Diane Hyson, current Dean of SSIS; Dr. Nelson; and Dr. Gerth. Difficult to assess budgetary impact because not many people are in this category and because people who receive these are highly respected within their fields, are strong advocates for RS, and could encourage increased membership in RS.
 - Third category: Member Scholarship Program: started with requesting up to 25 scholarships and expanded to up to 50 in recent fiscal year. Only about 10 were awarded this past fiscal year. And the cost to RS would be the \$8 processing fee that

is charged to put them on the RS membership rolls. In addition, raised about \$2,500 contributions to this fund last year. Budgetary impact is uncertain but at most could range from \$400 to \$2000 per year.

- Fourth category: One-year complimentary membership for Presenters and Speakers for Forums. Tom Suchanek will address this topic as it relates to Forums speakers in the next agenda item. In general, however, the speakers in this category are well-known in the area, high-influencers, it's a way of letting them know how much RS appreciates them taking their time to present for us. In the past gave them tokens of appreciation, but never proposed complimentary membership. Except for the possible \$8 processing, budgetary impact is unknown.
- David Abelson requested board to consider written policy and procedures for offering and awarding complimentary memberships as described above.
 - Suggestions to put policy in Admin and Finance Policy and Procedures
 - Track who actually takes advantage of 90+ memberships and review periodically or every 3 years. 20 % attend programs and Shari tracking, currently have 34 complementary memberships. Not known if we are asking if folks want complimentary memberships.
 - Ken suggested that Admin and Finance Committee develop policy and procedure document and put it in their manual. He asked David to send his memo to Norv for them to work on it.

4.4 RS Honorary Memberships for Forum Speakers

- Tom Suchanek proposed to give a one-year honorary membership to Forum speakers. One of many tools to promote and increase RS membership. The Forum speakers are high-profile, high-influencers, and well-recognized in many different arenas within the community, and grateful to have a voice to promote their specialty. This more-substantial recognition might encourage these speakers to more-actively advance RS.

Budgetary impact could be the \$8 processing fee, but if one speaker led to one new member the budgetary impact would be null. Tom showed the board the flyer that will be distributed to 70 organizations announcing and advertising the first Forum on September 10th that is open to the public. Of these, about 45 have committed to sending out the flyer. The other Forum that is open to the public is the one on October 22nd that features the Olympic, gold-medalist swimmers from the Sacramento area and Tom will be advertising that event similarly.

- Proposal to provide each Forums speaker a one-year complimentary Renaissance membership. Deborah Seiler seconded the motion. Does not propose removing the certificate and \$25 donation to the Student Emergency Fund. Abstain-Wellsfry/all others in favor.

5. COMMITTEE UPDATES

5.1 Program Committee Announcements

- Allan Keown reported that on Sunday, July 18th, from 5 – 9 pm celebrating summer, survival, and getting back together. Announcement in message from Deborah Seiler. Catalog is with Vanessa and Lorene asked her for target date for returning the first draft of the third catalog.

5.2 Technology Committee Announcements

- Jeff Hendy reported that he had sent the data over to CCE for the Fall 2021 registration.

5.3 Communication and Marketing Committee Announcements

- Deborah Seiler reported that in addition to everything else including the Summer program, put together, at the Board's request the Working Group on the Catalog and Marketing. Members include from MDCE Ken and Darryl; Resource Development Nancy; Program Committee Cindy, Tom, Allan, Pam, and Mimi (in-coming Program Committee Chairs); Communications and Marketing, Barbara Davis-Lyman and Chris Cochran. Held first meeting last Friday and discussed marketing without addressing the heart of the catalog at this

time.

5.4 Resource Development Committee Announcements

- Nancy Findeisen provided the board a draft of the items planned for next year and highlighted the various campaigns to encourage members to donate. She reported that the *Give Sac State* scholarship campaign was very successful and exceeded the \$18,000 goal. And reported that this is the first year that scholarships have been fully funded by member donations.
- She reported on a new *Let's Keep It Going* campaign, including membership levels and the possibility of outside-RS contributions, such as from businesses and other organizations. In responding to a question from Deborah, Nancy clarified that at this time, this donation is not tax deductible and will need to work with UEI to explore this possibility.
- Exploring having a “donate button” on the RS website where people could donate directly to our operating fund with UEI. Working with Norv and UEI.
- Would like to work with Dean Hyson and the Foundation to find out how to access information about donors who contribute to student scholarship fund, such as, the amount donated and if it's in memory of someone. This information would make it possible for RS to more fully thank the person for their donation, particularly major donors.
- Requested board members' help to call donors from last year to thank them for their donations. Because there are not enough people on the Resource Committee to make calls to all 400 donors, and she is asking each board member to volunteer to make a brief thank you call to 15 donors each. She sent an email to each board member and will send you your list when you respond.
- **(Lorene's note:** Part of Nancy's reporting was difficult to hear because of internet issues, so I wasn't able to capture her full report.)

5.5 Finance & Administration Committee Announcements

- Norv, in responding to Darryl's earlier question about unexpected expenditures, reported that UEI had not billed RS the \$8 processing fee for about 3 years. The total bill was a little over \$4,000.

5.6 Gerontology Committee Announcements

- Ken mentioned that they are looking for mentors this fall.

5.8 Membership, Diversity, and Community Engagement (MDCE) Committee Announcements

- Ken reported that to-date membership stands at 853 members (37 new 816 renewed). A little behind from last year. He sent communications to 1000+ members encouraging them to renew their membership.
- MOU for 5 years with Sac State and parking will cost \$40 for Friday and Saturday parking only. Shari is working with Jeff regarding the online parking pass requirements.

6.0 REPORTS – see Board Packet.

7.0 NEW OR URGENT BUSINESS – none

8.0 ADJOURNMENT -there being no further business the meeting was adjourned at 3:23 pm.

9.0 NEXT BOARD MEETING – August 9, 2021, at 1:00 pm.

Respectfully Submitted by:

Lorene Sarne (for Bob Benedetti, Secretary)